

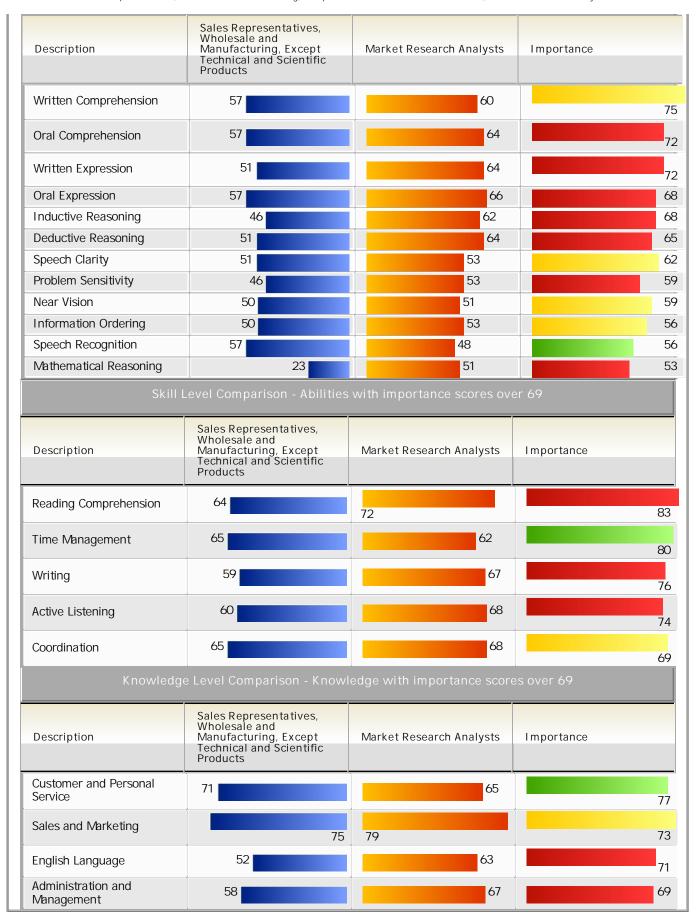
# TORQ Analysis of Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products to Market Research Analysts

				INPUT	SEC	TION	1:					
Transfer	Title					O* NET		Filters				
From Title: Sales Representatives, \ Manufacturing, Except \ Scientific Products					41-40	12.00	Abilities:		portance /eL: 50	W 1	/eight:	
To Title: Market Research Ana			lysts		19-30	21.00	Skills:		portance /eL: 69	W 1	/eight:	
Labor Market Maine Statewide Area:						Knowledge:		portance /el: 69	W 1	/eight:		
				OUTPU	T SEC	CTIO	N:					
Grand	TOR	Q:									Ç	92
Ability TORQ				Skills TORQ				Knowledge	TOR	Q		
Level			94	Level			93	Level				88
					do Theor	n Skille		1/	,		A 1 1	
Gaps To I	Narrow i	f Possil	ole	Upgrad	de These	2 OKIII3		K	(nov	vledge t	o Add	
Gaps To I	Narrow i	f Possil Gap	Impt	Skill	Level	Gap	Impt	Knowledge		Level	Gap	Imp
					Level		Impt 83					1
Ability  Mathematical Reasoning Inductive Reasoning	Level	Gap	Impt	Reading Comprehension Writing Active	72 67	Gap 8	83	English Language Administration	tion	Level	Gap	1mp 7
Ability  Wathematical Reasoning Inductive Reasoning Written Expression	Level 51	Gap 28	Impt 53	Skill  Reading Comprehension Writing	Level 72	Gap 8	83	English Language Administratiand Manageme Sales and	tion	Level 63	Gap 11	7
Ability  Mathematical Reasoning Inductive Reasoning Written Expression Deductive Reasoning	51 62	Gap 28 16	53 68	Skill  Reading Comprehension Writing Active Listening	72 67 68	8 8 8	83 76 74	English Language Administrational and Manageme	tion	63 67	Gap 11 9	7
Ability  Mathematical Reasoning Inductive Reasoning Written Expression Deductive Reasoning Oral Expression	51 62 64	28 16 13	53 68 72	Skill  Reading Comprehension Writing Active Listening	72 67 68	8 8 8	83 76 74	English Language Administratiand Manageme Sales and	tion	63 67	Gap 11 9	7
Mathematical Reasoning Inductive Reasoning Written Expression Deductive Reasoning Oral Expression Oral Comprehension	51 62 64 64 66	28 16 13	53 68 72 65	Skill  Reading Comprehension Writing Active Listening	72 67 68	8 8 8	83 76 74	English Language Administratiand Manageme Sales and	tion	63 67	Gap 11 9	7
Ability  Mathematical Reasoning Inductive Reasoning Written Expression Deductive Reasoning Oral Expression Oral Comprehension Problem Sensitivity	51 62 64 64 66	28 16 13 13	53 68 72 65 68	Skill  Reading Comprehension Writing Active Listening	72 67 68	8 8 8	83 76 74	English Language Administratiand Manageme Sales and	tion	63 67	Gap 11 9	7
Mathematical Reasoning Inductive Reasoning Written Expression Deductive Reasoning Oral Expression Oral Comprehension Problem Sensitivity Written Comprehension	62 64 64 66 64 53	28 16 13 13 7	53 68 72 65 68 72	Skill  Reading Comprehension Writing Active Listening	72 67 68	8 8 8	83 76 74	English Language Administratiand Manageme Sales and	tion	63 67	Gap 11 9	7
Ability  Mathematical Reasoning Inductive Reasoning Written Expression Deductive Reasoning Oral Expression Oral Comprehension Problem Sensitivity Written	62 64 64 66 64 53	28 16 13 13 7 7	1mpt 53 68 72 65 68 72 59	Skill  Reading Comprehension Writing Active Listening	72 67 68	8 8 8	83 76 74	English Language Administratiand Manageme Sales and	tion	63 67	Gap 11 9	7

## **ASK ANALYSIS**

Ability Level Comparison - Abilities with importance scores over 50





## **Experience & Education Comparison**



	ales Representatives, Wholesale and Manufact			Market Research Analysts			
Rela	ted Work Experience Comparis	on	Required Educat	ion Level Comparison			
Description  10+ years	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	Market Research Analysts	Description	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	Market Research Analysts		
8-10 years	2%	<del>0</del> %	1		00/		
6-8 years	0%	22%	Doctoral	0%	0%		
4-6 years	32%		Professional Degree	0%	10%		
· ·		31%	Post-Masters Cert	0%	0%		
2-4 years	14%	1%	Master's Degree	0%	22%		
1-2 years	31%	8%	Post-Bachelor Cert	0%	3%		
6-12 months	18%	15%	Bachelors	25%	24%		
3-6 months	0%	0%	AA or Equiv	14%	0%		
1-3 months	0%	0%	Some College	32%	23%		
0-1 month	0%	0%	Post-Secondary Certificate	0%	15%		
None	0%	<b>1</b> 7%	High Scool Diploma or GED	21%	0%		
			No HSD or GED	6%	0%		
Sales Represe Except Techn	entatives, Wholesale and Manufact lical and Scientific Products	uring,	Market Research Analysts				
	Most Commor	n Education	al/Training Requirement:				
Moderate-terr	m on-the-job training		Bachelor's degree				
		Job Zone C	•				
	Three: Medium Preparation Needec		4 - Job Zone Four: Consider	· · · · · · · · · · · · · · · · · · ·			
required for to must have co or several year	K-related skill, knowledge, or experi hese occupations. For example, an mpleted three or four years of appr ars of vocational training, and often hising exam, in order to perform the	electrician enticeship must have	A minimum of two to four y knowledge, or experience is For example, an accountant college and work for severa considered qualified.	s needed for these occ t must complete four	cupations. years of		
schools, relate	ions in this zone require training in ed on-the-job experience, or an ass e may require a bachelor's degree.	vocational sociate's	Most of these occupations require a four - year bachelor's degree, but some do not.				
Employees in years of train	these occupations usually need one ing involving both on-the-job expering with experienced workers.		Employees in these occupations usually need several years of work-related experience, on-the-job training, and/or vocational training.				

## Tasks

Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products

#### Core Tasks

#### Generalized Work Activities:

- Establishing and Maintaining Interpersonal Relationships - Developing constructive and cooperative working relationships with others, and maintaining them over time.
- Selling or Influencing Others Convincing others to buy merchandise/goods or to otherwise change their minds or actions.
- Getting Information Observing, receiving, and otherwise obtaining information from all relevant sources.
- Communicating with Persons Outside Organization - Communicating with people outside the organization,

#### Market Research Analysts

#### Core Tasks

## Generalized Work Activities:

- Communicating with Supervisors, Peers, or Subordinates - Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.
- Interacting With Computers Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.
- Documenting/Recording Information -Entering, transcribing, recording, storing, or maintaining information in written or electronic/magnetic form.
- Updating and Using Relevant Knowledge -



- customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.
- Communicating with Supervisors, Peers, or Subordinates - Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.

#### Specific Tasks

#### Occupation Specific Tasks:

- Answer customers' questions about products, prices, availability, product uses, and credit terms.
- Arrange and direct delivery and installation of products and equipment.
- Buy products from manufacturers or brokerage firms, and distribute them to wholesale and retail clients.
- Check stock levels and reorder merchandise as necessary.
- Consult with clients after sales or contract signings in order to resolve problems and to provide ongoing support.
- Contact regular and prospective customers to demonstrate products, explain product features, and solicit orders.
- Estimate or quote prices, credit or contract terms, warranties, and delivery dates.
- Forward orders to manufacturers.
- Identify prospective customers by using business directories, following leads from existing clients, participating in organizations and clubs, and attending trade shows and conferences.
- Monitor market conditions, product innovations, and competitors' products, prices, and sales.
- Negotiate details of contracts and payments, and prepare sales contracts and order forms.
- Negotiate with retail merchants to improve product exposure such as shelf positioning and advertising.
- Obtain credit information about prospective customers.
- Perform administrative duties, such as preparing sales budgets and reports, keeping sales records, and filing expense account reports.
- Plan, assemble, and stock product displays in retail stores, or make recommendations to retailers regarding product displays, promotional programs, and advertising.
- Prepare drawings, estimates, and bids that meet specific customer needs.
- Provide customers with product samples and catalogs.
- Recommend products to customers,

- Keeping up-to-date technically and applying new knowledge to your job.
- Establishing and Maintaining Interpersonal Relationships - Developing constructive and cooperative working relationships with others, and maintaining them over time.

#### Specific Tasks

#### Occupation Specific Tasks:

- Attend staff conferences to provide management with information and proposals concerning the promotion, distribution, design, and pricing of company products or services.
- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
- Conduct research on consumer opinions and marketing strategies, collaborating with marketing professionals, statisticians, pollsters, and other professionals.
- Develop and implement procedures for identifying advertising needs.
- Devise and evaluate methods and procedures for collecting data, such as surveys, opinion polls, or questionnaires, or arrange to obtain existing data.
- Direct trained survey interviewers.
- Forecast and track marketing and sales trends, analyzing collected data.
- Gather data on competitors and analyze their prices, sales, and method of marketing and distribution.
- Measure and assess customer and employee satisfaction.
- Measure the effectiveness of marketing, advertising, and communications programs and strategies.
- Monitor industry statistics and follow trends in trade literature.
- Prepare reports of findings, illustrating data graphically and translating complex findings into written text.
- Seek and provide information to help companies determine their position in the marketplace.

#### **Detailed Tasks**

#### **Detailed Work Activities:**

- advise clients or customers
- advise governmental or industrial personnel
- analyze market or delivery systems
- analyze sales activities or trends
- analyze scientific research data or investigative findings
- · analyze social or economic data
- · collect scientific or technical data



- based on customers' needs and interests.
- Train customers' employees to operate and maintain new equipment.

#### **Detailed Tasks**

#### **Detailed Work Activities:**

- · advise clients or customers
- advise retail dealers in use of sales promotion techniques
- · analyze sales activities or trends
- answer customer or public inquiries
- · arrange delivery schedules
- arrange merchandise display
- assemble advertising displays
- · communicate visually or verbally
- conduct sales presentations
- confer with customer to review terms of credit or payment plan
- demonstrate goods or services
- · estimate costs or price arrangements
- estimate delivery dates
- evaluate advertising promotions
- explain products to customer representatives
- identify best product for customer's needs
- instruct customers in product installation, use, or repair
- investigate customer complaints
- maintain records, reports, or files
- obtain information from individuals
- prepare list of prospective customers
- prepare reports
- provide customer service
- request customer order
- resolve customer or public complaints
- sell merchandise
- sell products or services
- solicit orders from established or new customers
- stock or organize goods
- use computers to enter, access or retrieve data
- use interpersonal communication techniques
- · use inventory control procedures
- use knowledge of sales contracts
- use knowledge of written communication in sales work
- use merchandising techniques
- use product knowledge to market goods
- use sales techniques
- use telephone communication techniques
- · write business project or bid proposals

- collect social or personal information
- · collect statistical data
- communicate technical information
- · compile numerical or statistical data
- conduct field research or investigative studies
- conduct market research
- conduct or attend staff meetings
- conduct survey research of specified populations
- · confer with research personnel
- · confer with scientists
- create mathematical or statistical diagrams or charts
- develop marketing strategy
- develop or maintain databases
- develop plans for programs or projects
- develop policies, procedures, methods, or standards
- develop tables depicting data
- direct and coordinate activities of workers or staff
- direct and coordinate scientific research or investigative studies
- direct implementation of new procedures, policies, or programs
- explain complex mathematical information
- · follow confidentiality procedures
- forecast or predict phenomena based upon research data
- identify potential markets
- interpret charts or tables for social or economic research
- interview customers
- learn trends in world trade
- maintain awareness of social trends
- make presentations
- monitor consumer or marketing trends
- obtain information from individuals
- perform statistical modeling
- plan scientific research or investigative studies
- plan surveys of specified group or area
- prepare reports
- prepare technical reports or related documentation
- provide expert testimony on research results
- recognize interrelationships among individuals or social groups
- recognize interrelationships among social statistics or indicators
- recommend further study or action based on research data
- use computers to enter, access or retrieve



#### Technology - Examples

#### Calendar and scheduling software

- Computerized call calendars
- Computerized time management systems

# Customer relationship management CRM software

- ACT! software
- Advantage Signature Marketing Group Web Master
- Ardexus Mode
- Ardexus TASC
- Commence Application Suite
- Contact management systems
- Contact Tracking software
- Customer relationship management CRM software
- FrontRange Solutions Goldmine software
- HydraNet software
- interlinkONE software
- Maximizer Enterprise software
- Microsoft Dynamics CRM
- NetSuite NetCRM
- Novo Customer Tracking Software
- Onyx software
- Relavis CRM Portal
- Root Systems SPS Process Management
- Sage SalesLogix
- Salesforce software
- SamePage StudioCRM
- Soffront CRM Portal
- Tigerpaw software

#### Data base reporting software

• SalesInSync software

Data base user interface and query software

- Database software
- Microsoft Access

#### uata

- use current social research
- use interpersonal communication techniques
- use interviewing procedures
- use knowledge of economic trends
- use knowledge of investigation techniques
- use labor market information
- use library or online Internet research techniques
- use marketing techniques
- use mathematical or statistical methods to identify or analyze problems
- use oral or written communication techniques
- use product knowledge to market goods
- use public speaking techniques
- use quantitative research methods
- use relational database software
- use scientific research methodology
- use spreadsheet software
- use word processing or desktop publishing software
- work as a team member
- write business project or bid proposals

#### Technology - Examples

#### Analytical or scientific software

- AcaStat software
- Adaptive conjoint analysis ACA software
- AndersonBell Abstat
- Claritas software
- Cytel LogXact
- Data analysis software
- Insightful S-PLUS
- Minitab software
- Palisade StatTools
- Provalis Research Simstat
- SAS software
- Sawtooth Choice-Base Conjoint CBS
- Sawtooth Composite Product Mapping CPM
- SPSS software
- StataCorp Stata
- StatPac software



	TAIC A Acids - 45 A No	
Desktop publishing software	TNS MarketWhys	
Contract Central software	TNS Miriad	
Electronic mail software	UNISTAT Statistical Package	
• IBM Lotus Notes	WinCross software	
Microsoft Exchange	Categorization or classification software	
Microsoft Outlook	MapMaker software	
Expert system software	Content workflow software	
Mastermind software	ADXSTUDIO software	
Sales force automation software	Customer relationship management CRM software	
Internet browser software	Epiphany software	
Internet browser software	Galilee Enterprise TargetPro	
Office suite software		
Microsoft Office	Insightful Corporation Confirmit	
Presentation software	Solucient software	
Microsoft PowerPoint	TechExcel software	
Spreadsheet software	Vantage MCIF	
Microsoft Excel	Data base user interface and query software	
Word processing software	Database software	
Microsoft Word	Geographic information system GIS marketing	
Tools - Examples	software	
Desktop computers	• GM NET-MR	
Computer printers	• IBM IMS	
Notebook computers	• Intellimed software	
Personal computers	Mcrosoft Access	
	Oracle software	
	Structured query language SQL	
	Survey software	
	Data mining software	
	Cytel Software XLMiner	
	• IBM Intelligent Miner	
	NCR Teradata Warehouse Miner	
	Oracle Darwin	
	Desktop publishing software	
	• LogiXML Ad-HOC	
	Sawtooth SSI Web	
	Development environment software	



Mcrosoft Visual Basic
Document management software
INPUT analysis software
Electronic mail software
• Email software
Enterprise resource planning ERP software
Aprimo Marketing
Expert system software
Digivey software (expert system feature)
Financial analysis software
Financial planning software
Graphics or photo imaging software
Adobe Systems Adobe Illustrator
Adobe Systems Adobe Photoshop software
Graphics software
Thomson Dialog
Information retrieval or search software
• Factiva
• FedBizOps
LexisNexis software
LexisNexis software     Medstat/INFORUM
Medstat/INFORUM
Medstat/INFORUM     Mintel Reports     Neoforma Healthcare Products Information
Medstat/INFORUM     Mintel Reports      Neoforma Healthcare Products Information Services HPIS Market Intelligence
Medstat/INFORUM     Mintel Reports     Neoforma Healthcare Products Information Services HPIS Market Intelligence     Thomson Financial Investext
Medstat/INFORUM     Mintel Reports     Neoforma Healthcare Products Information Services HPIS Market Intelligence     Thomson Financial Investext     Verispan Patient Parameters
Medstat/INFORUM     Mintel Reports     Neoforma Healthcare Products Information Services HPIS Market Intelligence     Thomson Financial Investext     Verispan Patient Parameters     Wal-mart Retail Link
Medstat/INFORUM     Mintel Reports     Neoforma Healthcare Products Information Services HPIS Market Intelligence     Thomson Financial Investext     Verispan Patient Parameters     Wal-mart Retail Link Internet browser software
Medstat/INFORUM     Mintel Reports      Neoforma Healthcare Products Information Services HPIS Market Intelligence      Thomson Financial Investext      Verispan Patient Parameters      Wal-mart Retail Link  Internet browser software      Web browser software
Medstat/INFORUM     Mintel Reports     Neoforma Healthcare Products Information Services HPIS Market Intelligence     Thomson Financial Investext     Verispan Patient Parameters     Wal-mart Retail Link Internet browser software     Web browser software  Map creation software
Medstat/INFORUM     Mintel Reports     Neoforma Healthcare Products Information Services HPIS Market Intelligence     Thomson Financial Investext     Verispan Patient Parameters     Wal-mart Retail Link Internet browser software     Web browser software  Map creation software  Mapping software
Medstat/INFORUM     Mintel Reports     Neoforma Healthcare Products Information Services HPIS Market Intelligence     Thomson Financial Investext     Verispan Patient Parameters     Wal-mart Retail Link Internet browser software     Web browser software  Map creation software  Mapping software  Network conferencing software
Medstat/INFORUM     Mintel Reports      Neoforma Healthcare Products Information Services HPIS Market Intelligence      Thomson Financial Investext      Verispan Patient Parameters      Wal-mart Retail Link  Internet browser software      Web browser software  Map creation software  Mapping software  Network conferencing software  Mcrosoft Sharepoint
Medstat/INFORUM     Mintel Reports     Neoforma Healthcare Products Information Services HPIS Market Intelligence     Thomson Financial Investext     Verispan Patient Parameters     Wal-mart Retail Link Internet browser software     Web browser software  Map creation software  Mapping software  Network conferencing software  Microsoft Sharepoint Office suite software
Medstat/INFORUM     Mintel Reports     Neoforma Healthcare Products Information Services HPIS Market Intelligence     Thomson Financial Investext     Verispan Patient Parameters     Wal-mart Retail Link Internet browser software     Web browser software  Map creation software  Mapping software  Network conferencing software  Mcrosoft Sharepoint  Office suite software  Mcrosoft Office



_	N/i	crosoft	POW/	rPoint
•	IVI		PUWE	POHIL

#### Presentation software

## Project management software

- AndersonBell WebServ
- ClassApps SelectSurveyASP
- Focus software
- Key Survey software
- Microsoft Project
- Perseus SurveySolutions

## Spreadsheet software

• Microsoft Excel

## Web page creation and editing software

- Adobe Systems Adobe Fireworks
- Adobe Systems Adobe Flash Player

## Web platform development software

- Cascading Style Sheets CSS
- Dynamic hypertext markup language DHTML
- Hypertext markup language HTML
- JavaScript

## Word processing software

- Microsoft Word
- Word processing software

## Tools - Examples

- Desktop computers
- Notebook computers
- Personal computers
- Personal digital assistants PDA
- Scanners
- Tablet computers

Labor Market Comparison							
Description	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	Market Research Analysts	Difference				
Median Wage	N/A	\$ 49,960	N/A				



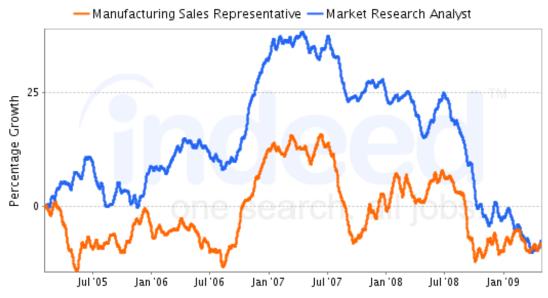
10th Percentile Wage	N/A	\$ 33,000	N/A
25th Percentile Wage	N/A	N/A	N/A
75th Percentile Wage	N/A	\$ 70,990	N/A
90th Percentile Wage	N/A	\$ 88,170	N/A
Mean Wage	N/A	\$ 55,370	N/A
Total Employment - 2007	N/A	200	N/A
Employment Base - 2016	N/A	202	N/A
Projected Employment - 2016	N/A	209	N/A
Projected Job Growth - 2006-2016	N/A	3.5 %	N/A
Projected Annual Openings - 2006-2016	N/A	2	N/A

## **National Job Posting Trends**

Trend for Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products

Trend for Market Research Analysts

## Job Trends from Indeed.com



Data from Indeed

## **Recommended Programs**

## Agricultural Economics

Agricultural Economics. A program that focuses on the application of economics to the analysis of resource allocation, productivity, investment, and trends in the agricultural sector, both domestically and internationally. Includes instruction in economics and related subfields as well as applicable agricultural fields.

Institution	Address	City	URL
University of Maine		Orono	www.umaine.edu/



University of Maine	Orono	www.umaine.edu/
University of Maine	Orono	www.umaine.edu/
		ſ

#### Economics, General

Economics, General. A general program that focuses on the systematic study of the production, conservation and allocation of resources in conditions of scarcity, together with the organizational frameworks related to these processes. Includes instruction in economic theory, micro- and macroeconomics, comparative economic systems, money and banking systems, international economics, quantitative analytical methods, and applications to specific industries and public policy issues.

	· · · · · · · · · · · · · · · · · · ·	1 1 3	
Institution	Address	City	URL
Bowdoin College	5700 College Station - President's Office	Brunswick	www.bowdoin.edu
Bowdoin College	5700 College Station - President's Office	Brunswick	www.bowdoin.edu
Bates College	2 Andrews Road, 2 Lane Hall	Lewiston	www.bates.edu/
Bates College	2 Andrews Road, 2 Lane Hall	Lewiston	www.bates.edu/
University of Maine		Orono	www.umaine.edu/
University of Maine		Orono	www.umaine.edu/
University of Maine		Orono	www.umaine.edu/
University of Southern Maine	96 Falmouth St	Portland	www.usm.maine.edu
Colby College	Mayflower Hill Drive	Waterville	www.colby.edu
Colby College	Mayflower Hill Drive	Waterville	www.colby.edu
	•		

#### **Applied and Resource Economics**

Applied Economics. A program that focuses on the application of economic principles and analytical techniques to the study of particular industries, activities, or the exploitation of particular resources. Includes instruction in economic theory; microeconomic analysis and modeling of specific industries, commodities; the economic consequences of resource allocation decisions; regulatory and consumer factors; and the technical aspects of specific subjects as they relate to economic analysis. No schools available for the program

#### **Econometrics and Quantitative Economics**

Econometrics and Quantitative Economics. A program that focuses on the systematic study of mathematical and statistical analysis of economic phenomena and problems. Includes instruction in economic statistics, optimization theory, cost/benefit analysis, price theory, economic modeling, and economic forecasting and evaluation.

Institution	Address	City	URL
Bowdoin College	5700 College Station - President's Office	Brunswick	www.bowdoin.edu
Bowdoin College	5700 College Station - President's Office	Brunswick	www.bowdoin.edu

## Development Economics and International Developmen

Development Economics and International Development. A program that focuses on the systematic study of the economic development process and its application to the problems of specific countries and regions. Includes instruction in economic development theory, industrialization, land reform, infrastructural development, investment policy, the role of governments and business in development, international development organizations, and the study of social, health, and environmental influences on economic development.

#### No schools available for the program

#### International Economics



International Economics. A program that focuses on the systematic study and analysis of international commercial behavior and trade policy. Includes instruction in international trade theory, tariffs and quotas, commercial policy, trade factor flows, international finance and investment, currency regulation and trade exchange rates and markets, international trade negotiation, and international payments and accounting policy.

No schools available for the program

Economics, Other

	Economics,	Other.	Any instructional	program in	economics not liste	d above.
1						

Institution	Address	City	URL
University of Maine		Orono	www.umaine.edu/
University of Maine		Orono	www.umaine.edu/
University of Maine		Orono	www.umaine.edu/

#### Business/Managerial Economics

Business/Managerial Economics. A program that focuses on the application of economics principles to the analysis of the organization and operation of business enterprises. Includes instruction in monetary theory, banking and financial systems, theory of competition, pricing theory, wage and salary/incentive theory, analysis of markets, and applications of econometrics and quantitative methods to the study of particular businesses and business problems.

No schools available for the program

#### Marketing Research

Marketing Research. A program that prepares individuals to provide analytical descriptions of consumer behavior patterns and market environments to marketing managers and other business decision-makers. Includes instruction in survey research methods, research design, new product test marketing, exploratory marketing, consumer needs and preferences analysis, geographic analysis, and applications to specific products and markets.

No schools available for the program

# Maine Statewide Promotion Opportunities for Sales Representatives, Wholesale and

O* NET Code	Title	Grand TORQ	Job Zone	Employment	Median Wage	Difference	Growth	Annual Job Openings
41-9091.00	Door-To-Door Sales Workers, News and Street Vendors, and Related Workers	93	1	0	\$18,120.00	\$18,120.00	O%	0
13-2072.00	Loan Officers	93	3	1,450	\$49, 380.00	\$49,380.00	9%	29
41-3011.00	Advertising Sales Agents	93	3	680	\$34,530.00	\$34,530.00	15%	25
41-3031.02	Sales Agents, Financial Services	93	4	0	\$65, 230.00	\$65, 230.00	5%	33
19-3021.00	Market Research Analysts	92	4	200	\$49,960.00	\$49,960.00	3%	2
41-9041.00	Telemarketers	92	2	1,670	\$23,680.00	\$23,680.00	-18%	59
41-9021.00	Real Estate Brokers	91	3	320	\$61,300.00	\$61,300.00	-1%	22
41-3021.00	Insurance Sales Agents	91	3	1,620	\$43, 290.00	\$43,290.00	4%	80
43-4141.00	New Accounts Clerks	91	2	210	\$28,080.00	\$28,080.00	-14%	6



41-4011.00	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	91	4	720	\$57,210.00	\$57,210.00	4%	20
29-2081.00	Opticians, Dispensing	90	3	290	\$30,670.00	\$30,670.00	5%	10
13-1071.01	Employment Interviewers	90	3	610	\$41,200.00	\$41,200.00	10%	19
13-2052.00	Personal Financial Advisors	90	3	360	\$94,100.00	\$94,100.00	10%	13
11-2022.00	Sales Managers	90	4	1,310	\$72,720.00	\$72,720.00	3%	32
13-1022.00	Wholesale and Retail Buyers, Except Farm Products	90	3	490	\$38,660.00	\$38, 660.00	-2%	12

O* NET	Maine Statewide I	Grand	Job	Employment	Median	Difference	Growth	Annual Job
Code		TORQ	Zone	2р.ојо	Wage	21110101100	0.000	Opening
19-3021.00	Market Research Analysts	100	4	200	\$49,960.00	\$0.00	3%	2
13-2052.00	Personal Financial Advisors	90	3	360	\$94,100.00	\$44,140.00	10%	13
41-3031.02	Sales Agents, Financial Services	90	4	0	\$65, 230.00	\$15,270.00	5%	30
13-2053.00	Insurance Underwriters	90	3	460	\$56,090.00	\$6,130.00	-1%	12
11-2031.00	Public Relations Managers	88	4	290	\$71,020.00	\$21,060.00	9%	10
41-3031.01	Sales Agents, Securities and Commodities	88	4	0	\$65, 230.00	\$15,270.00	5%	33
11-2021.00	Marketing Managers	87	4	570	\$74,560.00	\$24,600.00	7%	17
41-1012.00	First-Line Supervisors/Managers of Non-Retail Sales Workers	87	4	930	\$55, 220.00	\$5, 260.00	-1%	19
11-2011.00	Advertising and Promotions Managers	86	4	280	\$56, 210.00	\$6,250.00	2%	-
11-3031.02	Financial Managers, Branch or Department	86	4	2,440	\$67,670.00	\$17,710.00	7%	58
27-3043.04	Copy Writers	86	4	220	\$50,960.00	\$1,000.00	6%	16
13-2051.00	Financial Analysts	85	4	210	\$71,380.00	\$21,420.00	10%	
13-2061.00	Financial Examiners	85	4	120	\$55,110.00	\$5,150.00	3%	

_	٥	L	
		a	
_		,	

	25-1011.00	Business Teachers, Postsecondary	85	5	230	\$56, 500.00	\$6,540.00	13%	7
l	41-9021.00	Real Estate Brokers	85	3	320	\$61,300.00	\$11,340.00	-1%	22